

London based interior and design group Allect Design Group delivers a holistic approach to design, proudly pushing the boundaries of innovation ensuring sustainable is an intrinsic value in the business. Allect Design Group Design Group has been awarded the Butterfly Mark Certification.

To interview Positive Luxury Co-Founder, Diana Verde Nieto or Iain Johnson CEO of Allect Design Group on sustainability, the Butterfly Mark certification, and transparency, get in touch.

ALLECT DESIGN GROUP ACHIEVES BUTTERFLY MARK CERTIFICATION

25th May 2023: With a mission to foster unrivalled levels of creativity, innovation and excellence across it's the architecture, interior and product design industries. Allect Design Group, and its three brands Helen Green Design, Rigby & Rigby and Lawson Robb, are aware of the need to pioneer design with sustainability at the core and today has been awarded the Butterfly Mark certification for embedding measurable, sustainability practices across its business operations

In order to achieve the Butterfly Mark, companies must achieve a minimum of 50% in each area of assessment: Environment, Social, and Governance (ESG). Allect Design Group achieved 57% in Environment, 64% in Social and 62% in Governance, and excelling in the following areas:

PEOPLE MANAGEMENT: Placing people at the centre of its business, Allect Design Group has an extensive company handbook covering topics such as learning and development to diversity, equality and social inclusion ensuring employee satisfaction and wellbeing. Striving to improve social impact Allect Design Group support local communities and have introduced an annual paid community volunteer day for all employees.

REPORTING: Working with Positive Luxury, Allect Design Group has developed an ESG+ Strategy and implemented a formal ESG+ report to demonstrate transparency across environmental, social and governance challenges. As part of the report, Allect Design Group has detailed its three key 2030 goals: reducing its carbon footprint by 50%, reducing waste by 50% and increasing its involvement and social impact in local communities. Through its clear ESG structure, Allect Design Group's report highlights key areas of focus within each pillar, such as striving to conserve water and promoting environmental education and awareness, focusing on employee well-being and incorporating stakeholder engagement in decision-making processes.

SDGS ALIGNMENT: As part of their certification journey, Allect Design Group has identified the most relevant SDGS aligned to its sustainability goals and has implemented a company document detailing its focus on SDG 12 and SDG 13. Working towards SDG 12 –Responsible Consumption and Production, Allect Design Group has implemented a product portfolio analysis and supplier database to understand the environmental and social footprint of products as well as production. Having monitored its carbon footprint, Allect Design Group has decided to invest in Carbon Capture and Storage technology preventing carbon dioxide from entering the atmosphere as a result of fossil fuel emissions during the production process – aligned with SDG 13 -Climate Change.

SUSTAINABLE SOURCING: Developing a Suppliers Code of Conduct and Supplier Relationship Management Strategy, which prioritises local sourcing where possible, enables Allect Design Group to

ensure products and services are sourced in a responsible manner. In addition, Allect Design Group is taking steps to incorporate circularity into its operations, through innovative design, considered approach to assembly methods and re-purposing existing products .

Positive Luxury's four-part methodology is uniquely tailored for the luxury industry, and the only certification that focuses on innovation and future sustainability risks. The Butterfly Mark is an independent certification that verifies for consumers and other stakeholders that a luxury business is operating in line with the highest standards of sustainability across the entire value chain.

"Allect Design Group's mission centres on creativity, innovation, excellence and support with sustainability and people at the centre. Positive Luxury is proud to certify Allect Design Group with the Butterfly Mark for embedding measurable, sustainability practices across its business operations. This group is driving the interior industry to think and act differently- one to watch" ***Diana Verde Nieto, Co-Founder of Positive Luxury***

"We are very proud to be the first interior design and architect studio in the world to receive the Butterfly Mark with Positive Luxury for global recognition of our high standards of environmental, social and governance criteria. Our passion for sustainable, credible considered beautifully designed schemes which further focus on wellness and have low or net zero carbon credentials is a key component to the future of our business." ***Iain Johnson, CEO of Allect Design Group***

Other interior luxury brands that have been awarded the Butterfly Mark include The Rug Company, Arena Flowers, Bamford, Sarafumi, The Universal Soul Company and more. By continuing as part of the Positive Luxury brand community, Allect Design Group commits to exceeding standards set for social and environmental frameworks.

Learn more about Allect Design Group at: <https://www.positiveluxury.com/our-members/allect/>

ABOUT POSITIVE LUXURY

Since 2011, Positive Luxury has been accelerating organisations' adaptation to the new climate economy. Our ESG+ products and services enable companies to manage risk, embed innovation and credibly foster consumer trust. Organisations that we certify receive the Butterfly Mark, a globally respected trust mark – independently verified evidence that they meet the highest standard of sustainability best practices across all four pillars of our framework.

ESG+ ASSESSMENT

Our proprietary ESG+ (Environmental, Social, Governance, and Innovation) assessment framework and diagnostic tool is the only one designed for the specific social, environmental and material risks of the luxury industry helping organisation determine their ESG risk profile, through gap analysis and material ESG issue forecasting.

THE BUTTERFLY MARK

The Butterfly Mark certification is an independent trust mark awarded to luxury brands, retailers, and suppliers that evidence tangible action to making a positive impact on nature and society. It has been

created in consultation with the Positive Luxury Sustainability Council of over 22 leading global organisations and is rigorous, independent, and in line with the latest international standards and best practices.

ABOUT ALLECT DESIGN GROUP

The Allect Design Group consists of three brands: Helen Green Design, Rigby & Rigby and Lawson Robb. It was founded to bring together some of the finest names in architecture, interior and product design, while maximising their ability to achieve excellence, and promoting their growth in new markets. Allect Design Group's mission is to foster an unrivalled level of creativity, innovation and excellence and supports the creative development of all its brands whilst maintaining their individual identity, heritage and expertise.

Delivering the world's most exclusive residences, superyachts and special commissions to private clients and developers. Each of their brands embody meticulous attention to detail and pursuit of perfection creating exceptional residences of the highest quality.